

THE NAIS DEMOGRAPHIC CENTER Metropolitan Area Reports

CBSA¹: San Francisco-Oakland-Fremont, CA²

Metropolitan Area Reports summarize key demographic changes for a specific geographic region, suggest strategic considerations for schools given these changes, and offer resources that can assist schools in dealing with an ever-changing marketplace. For specific demographic reports for your geographic region, please visit the NAIS Demographic Center at www.nais.org/go/demographics.

Key Findings

Decreasing School Age Population

- During 2000-2008, the metropolitan area of San Francisco-Oakland-Fremont reported declining numbers of households with children of school age from 499,230 to 471,494 (5.56 percent decrease). However, this number is expected to grow by 6.12 percent during the next five years, totaling 500,335 in 2013.
- 2. In addition, all school population groups are expected to diminish during the next five years. After barely growing at 0.12 percent during the period 2000-2008, the school population, age 0 to 17 years, is projected to decrease by 2.77 percent from 939,597 in 2008 to 906,750 in 2013.
- 3. By gender, the female school population is expected to drop by 3.29 percent by the year 2013, from 447,377 to 432,639; while the male school population is predicted to drop by 2.29 percent from 485,220 in 2008 to 474,111 in 2013.

Declining Numbers of Younger Children

- 4. In absolute numbers, the largest group in 2008 was children between five and nine years old at 261,968. However, this group recorded the only decline (3.16 percent) during 2000-2008, and is expected to continue dropping by 6.85 percent by 2013. By that year, children between five and nine years old are forecasted to reach 244,019, the second largest group after children younger than five years old at 257,327.
- 5. By age and gender, the main decline is projected to be in the number of girls age five to nine years, from 125,654 in 2008 to 116,217 in 2013 (7.51 percent decline). Male students in the same age group are also expected to record a large drop during the same five-year period, from 136,314 in 2008 to 127,802 in 2013 (6.24 percent decrease).

¹ CBSAs are Core Based Statistical Areas, a new census geographic area stemming from the results of the Census 2000. CBSAs combine both Metropolitan Areas (formerly MSAs) and new Micropolitan Areas.

² This CBSA are includes the following counties: Alameda, CA 06001; Contra Costa, CA 06013; Marin, CA 06041; San Francisco, CA 06075; and San Mateo, CA 06081.



- 6. Given the previous findings, the kindergarten population and the population in grades one to four are expected to be the most affected, with a decline of 2.40 in each case by the year 2013. Kindergarten population is expected to decrease from 60,410 in 2008 to 58,959 in 2013, while students attending grades one to four are forecasted to diminish from 241,639 in 2008 to 235,836 in 2013.
- 7. When broken down by gender, the number of girls attending kindergarten and grades one to four are projected to drop by 3.09 percent in each case, reaching 28,080 and 112,320, respectively, by 2013.

Slight Decrease in Private School Enrollment

- 8. Population enrolled in private schools grew by 13.55 percent during the years 2000 to 2008; however, it is expected to increase by only 0.12 percent by the year 2013. This decrease will be mainly due to the anticipated drop of 1.67 percent of elementary and high school private enrollment, from 116,024 in 2008 to 114,082 in 2013.
- 9. By gender, male enrollment in private schools is anticipated to increase from 85,817 in 2008 to 86,361 in 2013 (0.63 percent increase), while female enrollment is expected to drop by 0.44 percent from 79,103 in 2008 to 78,755 in 2013. Furthermore, during the period 2008-2013, male preprimary enrollment is anticipated to grow by 5.24 percent, while female preprimary enrollment is expected to increase by 3.42 percent. On the contrary, the anticipated male and female enrollment rates for elementary and high school are negative 1.32 percent and negative 2.05 percent, respectively.

Declining Numbers of White Population

- 10. By race and ethnicity, the principal changes in the San Francisco-Oakland-Fremont area are the declining numbers of the white population, while Hispanics, 'other³ population,' and Asians have increased substantially during the years 2000-2008 at 22.55 percent, 19.78 percent, and 11.70 percent, respectively.
- 11. While the white population is expected to continue its declining numbers from 2,174,158 in 2008 to 2,052,635 in 2013 (5.59 percent decrease), minority groups are predicted to continue increasing by 2013, especially the 'other' population that is forecasted to grow from 696,349 in 2008 to 812,682 in 2013 (16.71 percent).
- 12. By 2013, the white population is expected to represent less than half of the total (47.96 percent), while Asians are forecasted to represent 22.92 percent and 'other population,' 18.99 percent. By ethnicity, Hispanics are predicted to be 24.40 percent in this area by 2013.

Considerable Growth of Affluent Families

13. The number of families with school age children and income of at least \$100,000 a year is predicted to increase throughout 2013. In particular, families with children

³ "Other race" includes all other responses not included in the "white", "black or African American", "American Indian and Alaska Native", "Asian", and "Native Hawaiian and Other Pacific Islander" race categories. Respondents providing writein entries such as multiracial, mixed, interracial, or a Hispanic/Latino group (for example, Mexican, Puerto Rican, or Cuban) are included here.



between 10 and 13 years old and income between \$200,000 and \$349,999 are expected to increase from 10,486 in 2008 to 16,982 in 2013 (63.39 percent), followed by families in the same income level and with children younger than five years old, who are expected to grow from 10,486 in 2008 to 16,982 in 2013 (61.95 percent). It is worth mentioning that the latter group is also expected to be the largest group in absolute numbers by 2013.

- 14. The number of African American households with income of at least \$100,000 a year is projected to continue growing through 2013. In particular, households with an annual income between \$125,000 and \$149,999 are projected to record an increase of 45.87 percent, from 8,008 in 2008 to 11,681 in 2013. A similar trend is expected for Asian households with incomes of at least \$100,000 a year. The highest growth rate is projected for Asian households with an annual income of \$200,000+ at 109.43 percent from 20,412 in 2008 to 42,749 in 2013.
- 15. For 'other households' with annual incomes of at least \$100,000 a year, the largest increase is predicted for households with an annual income of \$200,000+, from 4,885 in 2008 to 12,684 in 2013 (159.65 percent). Likewise, Hispanic households in the same income level are forecasted to soar from 8,097 in 2008 to 14,623 in 2013 (80.60 percent).
- 16. In general, the number of households with home values of \$750,000+ reported record growth numbers during the period 2000-2008. In particular, the number of households with homes valued between \$750,000 and \$999,999 increased by 384.58 percent during this period. A positive trend is expected to continue through 2013, since people who buy a new house tend to move to a bigger and more valuable home. For instance, the number of owner households with homes valued more than \$1,000,000 is expected to increase from 99,591 in 2008 to 308,370 in 2013 (209.64 percent).

Minor Increase in Population with Higher Education

17. The number of people older than 25 years of age who hold a college degree in this area increased by 6.77 percent, from 689,942 in 2000 to 736,631 in 2008. This number is foreseen to increase at 2.73 percent by 2013. A similar trend is expected for people older than 25 years old who hold a graduate degree. Their numbers increased from 412,326 in 2000 to 431,520 in 2008 (4.66 percent), but it is forecasted that their numbers will grow only by 1.71 percent by the year 2013.

Strategic Considerations for Schools

Given that all school population groups are projected to decline by 2013, independent schools in the San Francisco-Oakland-Fremont metropolitan area need to consider what strategies they will implement now to ensure full classrooms in the years ahead. For example, this may mean further diversifying their enrollment in terms of gender, ethnicity, and income. Some of the questions that schools should consider are:



General Considerations

- Considering these demographic changes, on which areas does our school most need to focus?
- Have we benchmarked our school's admission statistics? How do they look in comparison to other schools in our community? Do we understand the strengths and weaknesses of our own numbers?
- How well do we know our market? Do we know who our competitors are (other independent schools, magnet schools, charter schools, Catholic schools, home schoolers, etc.)? How familiar are people in our community with our school mission and value proposition?
- If we have feeder schools, are we watching their enrollment changes to understand how our school could be impacted?

Responding to Decreasing School Age Population

- Does our school have a waiting list? Is the school working at maximum enrollment capacity already? What do our admission statistics look like (inquiries, applications, acceptances, enrollees)? Are there changes that need our attention?
- What are the demographic changes in the geographic areas from which we recruit students? Are the statistics more favorable in surrounding areas from which we have not traditionally recruited students? What would it take to attract this population?
- What percentage of all children would we need to attract to survive? Is that doable?
- Have we considered merging with another school? Should we consider going coed (for single-sex schools)? How will this affect our mission?
- How many students attending public schools can afford our school? Can we lure them away from the public system? How would we make our case?
- What is the typical profile of families in our school? Do we know why they are enrolling their children in our school?
- Can we work with the local businesses and the chamber of commerce to attract new families to the area?

Responding to Racial/Ethnic Changes

- Given the demographic changes, what percentage of students of color should the school aim for? How do our diversity numbers compare to those of this geographic region?
- What are the key characteristics that parents of color are looking for in a school? Does the school highlight these characteristics in its messages?
- What communication channels should the school use to reach out to the people of color in its community? Should the school include other languages in its communications with parents?
- Do we know why families of color who can afford our tuitions are not enrolling their children in our schools? Do we know where these families are located?



Responding to Household Income Changes

- Can we adjust pricing to attract more middle-class families? Can we increase financial aid or structure it to increase enrollment?
- Are middle-class families aware of all the options offered to pursue an education in our school (need-based financial aid, merit awards, tuition payment plans, and tuition loan programs)?
- Are our students' grandparents nearby? What percentage of students have their tuitions paid for by their grandparents? How can we involve grandparents in the life of the school?

Financial Considerations

- What financial planning do we need to do to help us weather the downturn?
- What are the best/most profitable fund-raising activities? Are there other opportunities for revenue enhancement (non-tuition options)?⁴
- Who are our best donors? What is their profile? Since we are dealing with different generations, do we understand how to attract them? Are they more responsive to mail or online solicitations?
- What types of causes are our donors more inclined to support? How should the school keep them informed about the use of charitable funds?

NAIS Resources that Can Help

- 1. **Trends** To stay abreast of changing trends, in addition to the NAIS Demographic Center, school administrators can check the following websites: <u>www.trendletter.com</u> and/or <u>www.hermangroup.com</u>. Also, the *NAIS Opinion Leaders' Survey* (free to browse at <u>www.nais.org</u> or buy in bulk to share) identifies what demographic, social, economic, political, scientific, and technological trends opinion leaders in education, business, and the media believe would have the greatest impact on independent education. This report also suggests actions that schools should consider now to successfully manage these important trends.
- 2. **Benchmarking** To gather data and conduct benchmark analysis, schools can participate in the StatsOnline⁵ annual survey (<u>www.nais.org</u>) that collects data on admissions, annual giving, financial aid, financial operations, salaries, schools, students, staff, and tuition. Available tools include:
 - ✓ Benchmarking tools to create custom groups and reports based upon any of the survey variables.

⁴ The 2006 NAIS Non-Tuition Survey presents alternative sources of revenue different from tuitions, annual/capital giving, and investments that many schools have in place to achieve the balance between operating expenses and affordability. <u>http://www.nais.org/resources/seriesdoc.cfm?ltemNumber=148270</u>.

⁵ StatsOnline is available to the five key administrators at each participating school, who are responsible for providing the statistical data each year. The five administrators include: head, business manager, director of admission, director of development, and director of financial aid.



- ✓ Financing Schools Calculator to project budgets based on various preferred and possible scenarios to see the impact on the "bottom line" of changes in some of the variables.
- ✓ Executive Compensation Reports that you can provide to your board or compensation committee so they can either authorize or perform a comparative compensation study (of salary, other forms of compensation, and benefits) and create a documented "rebuttable presumption" of the reasonableness of the compensation (available only to heads and business managers).
- 3. **Market Research** The report, *Marketing Independent Schools to Generation X and Minority Parents* (free to download at <u>www.nais.org/go/advocacy</u>), provides information on the factors that are relevant to families of color and Generation X parents when selecting schools for their children. It also gives specific advice on which messages to consider when reaching out to particular groups of families. In addition, the *NAIS Public Opinion Poll* (free to download at <u>www.nais.org/go/advocacy</u>) provides information on characteristics the American public associates with a quality education and their perceptions of independent schools. The members-only version of the report also includes implications and recommendations for ways schools can communicate with constituents about the value of independent education.
- 4. Advocacy and Marketing NAIS has created several resources to help you in communicating with important constituents like prospective students and families, prospective teachers, the media, and policymakers. They can help you explain the value of independent education and of your school:
 - ✓ Values Added: The Lifelong Returns of an Independent School Education (free to download at <u>www.nais.org/go/advocacy</u>).
 - ✓ Admission and Marketing Tools (brochures, ad templates, video clips, etc. at <u>www.nais.org/advocacy</u>).
 - ✓ Communications Handbook (free to download at <u>www.nais.org/go/advocacy</u>)
 - ✓ Parent Admission Brochure (view a sample as a pdf or purchase copies from the online bookstore at <u>http://transact.nais.org/Purchase/SearchCatalog.aspx</u>).
 - ✓ Penny-Wise: Paying for Your Child's Independent School Education (view a sample as a pdf or purchase copies from the online bookstore at http://transact.nais.org/Purchase/SearchCatalog.aspx).



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Male Grades 1 od114,472125,736123,5179.8489.1.16Male Grades 5 to 8109,540124,516129,80513.674.2.55Incolo Control	Male Kindergarten	28,618	31,434	30,879	9.84	-1.77
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Male Grades 9 to 2106.013120.222124.93313.403.3.64Female Population in School by Grade34.58936.41937.38555.292.6.5Female Nursery or Preschool34.58936.41937.38555.292.6.5Grade Grades 1 to 4109.217115.903112.32066.123.3.09Female Grades 5 to 8109.217115.903112.32026.10.23.3.09Female Grades 5 to 8100.225111.043114.432101.023.3.09Female Grades 5 to 8100.225111.043114.43210.0.293.3.09Female Grades 5 to 8100.225111.043114.43210.0.293.3.09Female Grades 5 to 8100.225111.043114.43210.0.293.3.09Female Grades 5 to 8100.225111.043114.43210.0.2911.0.3Female Grades 5 to 8100.225111.043114.43210.0.2911.0.3Female Grades 5 to 8100.225111.043114.43210.0.2911.0.3Female Grades 5 to 8100.225111.043114.43210.0.2911.0.3Female Grades 5 to 8100.25111.043114.3210.0.2911.0.311.0.3Female Grades 5 to 8100.25100.25111.043114.3210.0.411.0.3Female Grades 5 to 8100.2512.0.212.0.212.0.212.0.2Female Grades 5 to 810.0.212.0.212.0.212.0.212.0.2Female Grades 5 to 8<	Male Grades 5 to 8	109,540	124,516	129,805	13.67	4.25
Female Population in School by GradeIIIIII34,58936,41937,38535,5293,630Female Kindergarete27,30428,97628,0806,6123,309I109,217115,903112,3206,6123,309I109,217115,903112,3206,1123,309I109,217115,903112,3206,1123,309I100,225111,043114,42310,093,305I100,225111,043114,42310,093,305I100,225111,043144,32310,093,305I100,225111,043144,3210,093,305I100,225111,043144,3210,093,305I100,225111,043144,3210,091,305I100,225111,043114,3210,091,305I100,225111,043114,3210,091,305I100,225111,043114,3210,091,305I100,225111,043114,3210,0141,31,55I100,21510,014114,0210,0141,114I100,125111,01114,0210,011,114I100,125111,01114,02111,01111,011,114I100,125111,01114,02111,01111,011,114I100,125111,01114,02114,02111,011	Male Grades 9 to 12	106,013	120,222	124,593	13.40	3.64
Female Nursery or Preschool34,58936,41937,3855.292.665Genale Kindergarten77,30428,90628,0806.12-3.09Female Grades 1 to 4109,217115,903112,3206.12-3.09Female Grades 5 to 8103,914116,258120,93211.1884.02Female Grades 9 to 12100,225111,043114,42310.073.05Female Grades 9 to 12100,225111,043114,42310.073.05Female Grades 9 to 12100,225111,043144.2310.073.05Female Grades 9 to 12100,225111,043144.2310.073.05Female Grades 9 to 12100,225111,043144.3210.073.05Female Grades 9 to 12100,225111,043144.3210.073.05Female Grades 9 to 12170,085850,453863,67310.041.55Feducation, Not Enrolled in School (Pop 3+)2,860,4072,881,4782,935,1930.0741.86Feducation, Enrolled Private School (Pop 3+)2,860,4072,881,4782,935,1930.0741.61Feducation, Enrolled Private School (Pop 3+)145,234164,920165,11613.550.012Feducation, Enrolled Private Preprimary (Pog 3+)140,72248,89651,0342,0134.37Feducation, Enrolled Private Preprimary (Pog 3+)104,532116,024114,08210.094.37	Female Population in School by Grade					
Female Kindergarten27,30428,97628,0806.12-3.09Female Grades 1 to 4109,217115,033112,3206.12-3.09Female Grades 5 to 8103,914116,258120,932111.884.02Female Grades 9 to 12100,225111,043114,43210.0793.05Female Grades 9 to 120.02,25111,043114,43210.0793.05Female Grades 9 to 120.02,25111,04310.02,2510.02111,04310.04111,043Female Grades 9 to 120.02,15111,02111,02111,02111,02111,02111,02111,02Female Grades 9 to 12111,03111,02111,02111,02111,02111,03111,03111,03111,03Female Grades 9 to 12111,02111,02111,02111,02111,02111,03111,03111,03Female Grades 9 to 12111,02111,02111,02111,03111,03111,03111,03 </th <th>Female Nursery or Preschool</th> <th>34,589</th> <th>36,419</th> <th>37,385</th> <th>5.29</th> <th>2.65</th>	Female Nursery or Preschool	34,589	36,419	37,385	5.29	2.65
Female Grades 1 to 4109,217115,903112,3206.12-3.09Female Grades 5 to 8103,914116,258120,93211.884.02Female Grades 9 to 12100,225111,043114,43210.793.05Female Grades 9 to 12100,225111,043114,43210.491.05Female Grades 9 to 12100,225111,043114,43210.491.05Female Grades 9 to 12100,225111,043114,33210.441.15Female Grades 9 to 121.860,4072.880,4072.881,4782.935,1930.0441.155Feducation, Not Enrolled ni School (Pop 3)1.45,2341.64,2031.65,1161.3.550.012Feducation, Enrolled Private Elementary or High School (Pop 3+)1.04,5321.16,0241.14,0821.00,991.4.57	Female Kindergarten	27,304	28,976	28,080	6.12	-3.09
Female Grades 5 to 8103,914116,258120,93211.8884.02Female Grades 9 to 12100,225111,043114,43210.793.05Population in SchoolIIIIIIFeducation, Total Enrollment (Pop 3+)770,085850,453863,67310.0441.55Education, Not Enrolled in School (Pop 3+)2,860,4072,881,4782,935,1030.0741.86Population in Public vs Private SchoolIIIIIIIFeducation, Enrolled Private School (Pop 3+)145,234164,920165,116IIIIFeducation, Not Enrolled Private School (Pop 3+)145,234164,920165,116II	Female Grades 1 to 4	109,217	115,903	112,320	6.12	-3.09
Female Grades 9 to 12100,225111,043114,432100.793.05Image: Constraint of the second	Female Grades 5 to 8	103,914	116,258	120,932	11.88	4.02
Image: second	Female Grades 9 to 12	100,225	111,043	114,432	10.79	3.05
Population in SchoolImage: Mail of the state of the school (Pop 3+)770,085850,453863,67310.441.55Education, Not Enrolled in School (Pop 3+)2,860,4072,881,4782,935,1930.0741.86Image: Mail of the school (Pop 3+)Image: Mail of the school (Pop 3+)						
Education, Total Enrollment (Pop 3+) 770,085 850,453 863,673 10.44 1.55 Education, Not Enrolled in School (Pop 3+) 2,860,407 2,881,478 2,935,193 0.74 1.86 Population in Public vs Private School Image: Component of the structure school (Pop 3+) 145,234 164,920 165,116 13.55 0.12 Education, Enrolled Private School (Pop 3+) 40,702 48,896 51,034 20.13 4.37 Education, Enrolled Private Preprimary (Pop 3+) 104,532 116,024 114,082 10.99 -1.67	Population in School					
Education, Not Enrolled in School (Pop 3+) 2,860,407 2,881,478 2,935,193 0.74 1.86 Image: Comparison of the stream	Education, Total Enrollment (Pop 3+)	770,085	850,453	863,673	10.44	1.55
Image: Non-Section 1 Image: No	Education, Not Enrolled in School (Pop 3+)	2,860,407	2,881,478	2,935,193	0.74	1.86
Population in Public vs Private School Image: Marcine Sc						
Education, Enrolled Private Schools (Pop 3+) 145,234 164,920 165,116 13.55 0.12 Education, Enrolled Private Preprimary (Pop 3+) 40,702 48,896 51,034 20.13 4.37 Education, Enrolled Private Elementary or High School (Pop 3+) 104,532 116,024 114,082 10.99 -1.67	Population in Public vs Private School					
Education, Enrolled Private Preprimary (Pop 3+) 40,702 48,896 51,034 20.13 4.37 Education, Enrolled Private Elementary or High School (Pop 3+) 104,532 116,024 114,082 10.99 -1.67	Education, Enrolled Private Schools (Pop 3+)	145,234	164,920	165,116	13.55	0.12
Education, Enrolled Private Elementary or High School (Pop 3+) 104,532 116,024 114,082 10.99 -1.67	Education, Enrolled Private Preprimary (Pop 3+)	40,702	48,896	51,034	20.13	4.37
	Education, Enrolled Private Elementary or High School (Pop 3+)	104,532	116,024	114,082	10.99	-1.67

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Education, Enrolled Public Schools (Pop 3+)	624,851	685,533	698,557	9.71	1.90
Education, Enrolled Public Preprimary (Pop 3+)	30,081	27,468	28,081	-8.69	2.23
Education, Enrolled Public Elementary or High School (Pop 3+)	594,770	658,065	670,476	10.64	1.89
Population in Public vs Private School by Gender					
Male Population in Public vs Private School					
Male Education, Enrolled Private Schools (Pop 3+)	74,423	85,817	86,361	15.31	0.63
Male Education, Enrolled Private Preprimary (Pop 3+)	20,813	25,577	26,918	22.89	5.24
Male Education, Enrolled Private Elementary or High School (Pop 3+)	53,610	60,240	59,442	12.37	-1.32
Male Education, Enrolled Public Schools (Pop 3+)	320,414	356,037	364,163	11.12	2.28
Male Education, Enrolled Public Preprimary (Pop 3+)	15,382	14,368	14,812	-6.59	3.09
Male Education, Enrolled Public Elementary or High School (Pop 3+)	305,033	341,669	349,352	12.01	2.25
Female Population in Public vs Private School					
Female Education, Enrolled Private Schools (Pop 3+)	70,811	79,103	78,755	11.71	-0.44
Female Education, Enrolled Private Preprimary (Pop 3+)	19,889	23,319	24,116	17.25	3.42
Female Education, Enrolled Private Elementary or High School (Pop 3+)	50,922	55,784	54,640	9.55	-2.05
Female Education, Enrolled Public Schools (Pop 3+)	304,437	329,496	334,394	8.23	1.49
Female Education, Enrolled Public Preprimary (Pop 3+)	14,699	13,100	13,269	-10.88	1.29
Female Education, Enrolled Public Elementary or High School (Pop 3+)	289,737	316,396	321,124	9.20	1.49
Population by Race					
White Population, Alone	2,340,035	2,174,158	2,052,635	-7.09	-5.59
Black Population, Alone	396,908	408,251	434,059	2.86	6.32
Asian Population, Alone	817,906	932,673	980,877	14.03	5.17
Other Population	568,891	696,349	812,682	22.40	16.71
Population by Ethnicity					
Hispanic Population	733,249	917,835	1,044,463	25.17	13.80
White Non-Hispanic Population	2,026,022	1,820,903	1,693,874	-10.12	-6.98
Population by Race As Percent of Total Population					
Percent of White Population, Alone	56.75	51.63	47.96	-9.02	-7.11
Percent of Black Population, Alone	9.62	9.69	10.14	0.73	4.64

Percent of Asian Population, Alone	19.83	22.15	22.92	11.70	3.48
Percent of Other Population	13.80	16.53	18.99	19.78	14.88
Population by Ethnicity As Percent of Total Population					
Percent of Hispanic Population	17.78	21.79	24.40	22.55	11.98
Percent of White Non-Hispanic Population	49.13	43.24	39.57	-11.99	-8.49
Educational Attainment					
Education Attainment, College (Pop 25+)	689,942	736,631	756,756	6.77	2.73
Education Attainment, Graduate Degree (Pop 25+)	412,326	431,520	438,887	4.66	1.71
Household Income					
Household Income, Median (\$)	62,006	73,162	92,874	17.99	26.94
Household Income, Average (\$)	83,351	102,179	141,821	22.59	38.80
Households by Income					
Households with Income Less than \$25,000	291,364	256,602	199,210	-11.93	-22.37
Households with Income \$25,000 to \$49,999	340,802	295,019	227,236	-13.43	-22.98
Households with Income \$50,000 to \$74,999	299,449	278,491	234,866	-7.00	-15.66
Households with Income \$75,000 to \$99,999	213,243	228,068	252,100	6.95	10.54
Households with Income \$100,000 to \$124,999	142,362	169,746	217,532	19.24	28.15
Households with Income \$125,000 to \$149,999	83,908	121,839	176,895	45.21	45.19
Households with Income \$150,000 to \$199,999	85,798	114,217	144,320	33.12	26.36
Households with Income \$200,000 and Over	95,022	155,292	230,945	63.43	48.72
Families by Age of Children and Income					
Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	15,241	16,846	21,008	10.53	24.71
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	16,174	16,894	19,921	4.45	17.92
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	12,347	13,467	16,944	9.07	25.82
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	11,930	12,935	16,153	8.42	24.88
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	9,082	12,617	18,313	38.92	45.15
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	9,638	12,652	17,366	31.27	37.26
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	7,358	10,086	14,770	37.08	46.44

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Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	7,109	9,687	14,080	36.26	45.35
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	9,433	12,038	15,308	27.62	27.16
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	10,010	12,072	14,517	20.60	20.25
Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	7,642	9,623	12,347	25.92	28.31
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	7,383	9,243	11,770	25.19	27.34
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	6,182	9,701	14,509	56.92	49.56
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	6,561	9,728	13,759	48.27	41.44
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	5,008	7,755	11,703	54.85	50.91
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	4,839	7,449	11,156	53.94	49.77
Families with one or more children aged 0-4 and Income \$350,000 and over	4,516	7,397	10,964	63.80	48.22
Families with one or more children aged 5-9 and Income \$350,000 and over	4,792	7,418	10,397	54.80	40.16
Families with one or more children aged 10-13 and Income \$350,000 and over	3,658	5,913	8,843	61.65	49.55
Families with one or more children aged 14-17 and Income \$350,000 and over	3,535	5,679	8,430	60.65	48.44
Households by Home Value					
Housing, Owner Households Valued Less than \$250,000	266,687	82,042	51,248	-69.24	-37.53
Housing, Owner Households Valued \$250,000-\$299,999	93,654	83,668	19,036	-10.66	-77.25
Housing, Owner Households Valued \$300,000-\$399,999	166,124	52,539	54,836	-68.37	4.37
Housing, Owner Households Valued \$400,000-\$499,999	118,272	235,999	74,533	99.54	-68.42
Housing, Owner Households Valued \$500,000-\$749,999	125,326	143,368	149,486	14.40	4.27
Housing, Owner Households Valued \$750,000-\$999,999	47,528	230,309	321,996	384.58	39.81
Housing, Owner Households Valued More than \$1,000,000	43,714	99,591	308,370	127.82	209.64
Households by Length of Residence					
Length of Residence Less than 2 Years	83,356	104,323	124,517	25.15	19.36
Length of Residence 3 to 5 Years	125,034	156,485	186,776	25.15	19.36
Length of Residence 6 to 10 Years	437,433	457,365	476,485	4.56	4.18
Length of Residence More than 10 Years	906,126	901,101	895,327	-0.55	-0.64
Households by Race and Income					

White Households by Income					
White Households with Income Less than \$25,000	157,363	116,440	80,399	-26.01	-30.95
White Households with Income \$25,000 to \$49,999	209,663	154,019	107,251	-26.54	-30.37
White Households with Income \$50,000 to \$74,999	192,951	156,384	122,240	-18.95	-21.83
White Households with Income \$75,000 to \$99,999	142,342	137,728	135,026	-3.24	-1.96
White Households with Income \$100,000 to \$124,999	99,625	108,673	120,099	9.08	10.51
White Households with Income \$125,000 to \$149,999	59,980	83,407	107,384	39.06	28.75
White Households with Income \$150,000 to \$199,999	63,284	80,661	95,706	27.46	18.65
White Households with Income \$200,000 and Over	79,260	124,551	167,957	57.14	34.85
Black Households by Income					
Black Households with Income Less than \$25,000	51,548	44,158	40,175	-14.34	-9.02
Black Households with Income \$25,000 to \$49,999	40,752	36,263	35,712	-11.02	-1.52
Black Households with Income \$50,000 to \$74,999	25,728	27,110	28,682	5.37	5.80
Black Households with Income \$75,000 to \$99,999	14,946	19,809	26,589	32.54	34.23
Black Households with Income \$100,000 to \$124,999	7,604	13,242	19,444	74.15	46.84
Black Households with Income \$125,000 to \$149,999	3,850	8,008	11,681	108.00	45.87
Black Households with Income \$150,000 to \$199,999	3,126	5,189	6,426	65.99	23.84
Black Households with Income \$200,000 and Over	2,353	5,444	7,555	131.36	38.78
Asian Households by Income					
Asian Households with Income Less than \$25,000	51,532	56,109	45,189	8.88	-19.46
Asian Households with Income \$25,000 to \$49,999	50,398	53,410	41,516	5.98	-22.27
Asian Households with Income \$50,000 to \$74,999	49,027	53,149	40,611	8.41	-23.59
Asian Households with Income \$75,000 to \$99,999	37,597	44,751	49,931	19.03	11.58
Asian Households with Income \$100,000 to \$124,999	25,124	33,318	48,980	32.61	47.01
Asian Households with Income \$125,000 to \$149,999	14,937	22,538	39,557	50.89	75.51
Asian Households with Income \$150,000 to \$199,999	15,046	21,853	31,526	45.24	44.26
Asian Households with Income \$200,000 and Over	10,437	20,412	42,749	95.57	109.43
Other Households by Income					
Other Households with Income Less than \$25,000	30,921	39,895	33,447	29.02	-16.16
Other Households with Income \$25,000 to \$49,999	39,989	51,327	42,757	28.35	-16.70
Other Households with Income \$50,000 to \$74,999	31,743	41,848	43,333	31.83	3.55
Other Households with Income \$75,000 to \$99,999	18,358	25,780	40,554	40.43	57.31
Other Households with Income \$100,000 to \$124,999	10,009	14,513	29,009	45.00	99.88

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Other Households with Income \$125,000 to \$149,999	5,141	7,886	18,273	53.39	131.71
Other Households with Income \$150,000 to \$199,999	4,342	6,514	10,662	50.02	63.68
Other Households with Income \$200,000 and Over	2,972	4,885	12,684	64.37	159.65
Households by Ethnicity and Income					
Hispanic Households by Income					
Hispanic Households with Income Less than \$25,000	37,341	42,832	37,737	14.71	-11.90
Hispanic Households with Income \$25,000 to \$49,999	53,238	61,587	56,641	15.68	-8.03
Hispanic Households with Income \$50,000 to \$74,999	41,614	53,330	57,862	28.15	8.50
Hispanic Households with Income \$75,000 to \$99,999	24,502	38,413	56,805	56.77	47.88
Hispanic Households with Income \$100,000 to \$124,999	12,413	23,604	42,181	90.16	78.70
Hispanic Households with Income \$125,000 to \$149,999	6,405	12,919	23,729	101.70	83.68
Hispanic Households with Income \$150,000 to \$199,999	4,730	9,965	15,003	110.68	50.56
Hispanic Households with Income \$200,000 and Over	3,366	8,097	14,623	140.55	80.60
White Non-Hispanic Households by Income					
White Non-Hispanic Households with Income Less than \$25,000	139,154	101,151	68,579	-27.31	-32.20
White Non-Hispanic Households with Income \$25,000 to \$49,999	186,277	133,824	90,155	-28.16	-32.63
White Non-Hispanic Households with Income \$50,000 to \$74,999	174,997	136,791	103,881	-21.83	-24.06
White Non-Hispanic Households with Income \$75,000 to \$99,999	131,294	119,456	113,808	-9.02	-4.73
White Non-Hispanic Households with Income \$100,000 to \$124,999	93,618	94,448	101,859	0.89	7.85
White Non-Hispanic Households with Income \$125,000 to \$149,999	56,664	72,434	93,470	27.83	29.04
White Non-Hispanic Households with Income \$150,000 to \$199,999	60,644	71,516	84,451	17.93	18.09
White Non-Hispanic Households with Income \$200,000 and Over	76,702	111,548	151,619	45.43	35.92

Footnotes:

In the year 2000, the US Census changed the way it collected race data allowing respondents to report as many race categories as were necessary to identify themselves. Also, note that the federal government considers race and Hispanic origin to be two separate and distinct concepts. Peoples of Hispanic origin can be of any race.

The Median Household Income is the midpoint income in a ranking from low to high. Average Household Income is the sum of all incomes divided by the number of households.

Education Total Enrollment refers to the total population age 3 and above enrolled in school in this geography. Education Not Enrolled in School refers to the total population age 3 and above not enrolled in school in this geography.

Easy Analytic Software, Inc. (EASI) is the source of all updated estimates. All other data are derived from the US Census and other official government sources.

All estimates are as of 1/1/2008 unless otherwise stated.

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